

1. A process for applying an additive to a tissue comprising the steps of:
- providing a tissue web, said web having a basis weight of less than about 60 gsm; and
- extruding a composition onto said tissue web, said composition being extruded through a melt blown die, said composition having a viscosity sufficient for said composition to form fibers as said composition is extruded through said melt blown die, the fibers being attenuated prior to being deposited onto said tissue web.
2. A process as defined in claim 1, wherein after the composition has been applied to the tissue web, the tissue web has a cross direction wet:dry ratio of at least 0.45.
3. A process as defined in claim 1, wherein after the composition has been applied to the tissue web, the tissue web has a cross direction wet:dry ratio of at least 0.50.
4. A process as defined in claim 1, wherein said viscous composition comprises a softener.
5. A process as defined in claim 4, wherein said softener comprises a polysiloxane.
6. A process as defined in claim 1, wherein said composition comprises a material selected from the group consisting of an anti-acne agent, an anti-microbial agent, an anti-fungal agent, an antiseptic, an antioxidant, a cosmetic astringent, a drug astringent, an aiological agent, an emollient, an external analgesic, a humectant, a moisturizing agent, a skin conditioning agent, a skin exfoliating agent, a sunscreen agent, and mixtures thereof.
7. A process as defined in claim 1, wherein said composition has a solids content of at least 80%.
8. A process as defined in claim 1, wherein said composition contains no surfactants.

9. A process as defined in claim 1, wherein said viscous composition has a viscosity of at least 1000 cps.

10. A process as defined in claim 1, wherein said viscous composition has a viscosity of at least 2000 cps.

5 11. A process as defined in claim 1, wherein said composition is heated prior to being extruded through said melt blown die.

12. A process as defined in claim 1, wherein said composition is applied to said tissue web in an amount of from about 0.1% to about 5% by weight of said web.

10 13. A process as defined in claim 1, wherein said viscous composition contains a thickener.

14. A process as defined in claim 13, wherein said thickener comprises polyethylene oxide.

15 15. A process as defined in claim 1, wherein said composition forms continuous fibers as said composition is extruded through said melt blown die.

16. A process as defined in claim 1, wherein said fibers exiting said melt blown die have a diameter of from about 5 microns to about 100 microns.

20 17. A process as defined in claim 1, wherein said composition is a solid at ambient temperatures, and wherein the process further comprises the step of heating the composition an amount sufficient for the composition to be flowable prior to extruding the composition through the meltblown die.

25 18. A process as defined in claim 1, wherein upon application of the composition to the tissue web, the wet strength of the tissue web is increased and the dry strength of the tissue web is decreased.

30 19. A paper product comprising:
a paper web containing cellulosic fibers; and
a topical composition applied to at least one side of the paper web, the composition comprising a chemical additive, the

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composition being applied to the paper web in the form of fibers, and wherein the composition is applied to the paper web in an amount sufficient to increase the cross direction wet:dry ratio by at least 25%.

20. A paper product as defined in claim 19, wherein the
5 composition is applied to the paper web in an amount sufficient to
increase the wet:dry ratio by at least 40%.

21. A paper product as defined in claim 19, wherein the paper web comprises a tissue web having a basis weight of less than about 50 gsm, the tissue web after being treated with the composition having a wet:dry ratio of at least 0.45.

22. A paper product as defined in claim 19, wherein the paper web comprises a tissue web having a basis weight of less than about 50 gsm, the tissue web after being treated with the composition having a wet:dry ratio of at least 0.50.

15 23. A paper product as defined in claim 19, wherein the fibers
comprise continuous filaments.

24. A paper product as defined in claim 23, wherein filaments have a diameter of from about 5 microns to about 100 microns.

25. A paper product as defined in claim 19, wherein the
20 composition is applied to the paper web in an amount up to about 5% by
weight of the web.

26. A paper product as defined in claim 19, wherein the composition is applied to both sides of the web.

27. A paper product as defined in claim 19, wherein the
25 composition comprises a polysiloxane.

28. A paper product as defined in claim 19, wherein the treated paper product is hydrophobic.

29. A paper product as defined in claim 19, wherein the composition consists essentially of a polysiloxane.

30 30. A paper product as defined in claim 19, wherein the topical composition is a solid at ambient temperatures.

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40. A process as defined in claim 32, wherein said paper web comprises a tissue web.

41. A process as defined in claim 32, wherein said composition has a viscosity of at least 2000 cps.

42. A process as defined in claim 32, wherein the composition is applied to the paper web in an amount sufficient to increase the cross
5 direction wet:dry ratio by at least 25%.

43. A process as defined in claim 32, wherein the composition is applied to the paper web in an amount sufficient to increase the cross direction wet:dry ratio by at least 40%.

44. A process as defined in claim 32, wherein the paper web
10 comprises a tissue web having a basis weight of less than about 50 gsm, the tissue web after being treated with the composition having a cross direction wet:dry ratio of at least 0.48.

45. A process as defined in claim 33, wherein the paper web comprises a tissue web having a basis weight of less than about 50 gsm,
15 the tissue web after being treated with the composition having a cross direction wet:dry ratio of at least 0.48.

46. A process as defined in claim 33, wherein the composition is a solid at ambient temperatures and wherein the process further comprises the step of preheating the viscous composition an amount
20 sufficient to make the composition flowable prior to extruding the composition through the meltblown die.

47. A paper product comprising:
a paper web comprising cellulosic fibers; and
a topical viscous composition applied to at least one side of
25 said paper web, said viscous composition comprising a chemical additive, said viscous composition being present on said paper web in the form of attenuated fibers.

48. A paper product as defined in claim 47, wherein said fibers comprise continuous filaments.

30 49. A paper product as defined in claim 47, wherein said chemical additive comprises a softener.

50. A paper product as defined in claim 47, wherein said viscous composition consists essentially a softener.

51. A paper product as defined in claim 47, wherein said softener comprises a polysiloxane.

5 52. A paper product as defined in claim 50, wherein said softener comprises a polysiloxane.

53. A paper product as defined in claim 47, wherein said viscous composition is present on said paper web in an amount from about 0.1% to about 10% by weight, based upon the weight of the web.

10 54. A paper product as defined in claim 47, wherein said viscous composition further comprises a thickener.

55. A paper product as defined in claim 54, wherein said thickener comprises a polyethylene oxide.

15 56. A paper product as defined in claim 47, wherein the viscous composition is added to the paper web in an amount sufficient to increase the cross direction wet:dry ratio by at least 25%.

57. A paper product as defined in claim 47, wherein the viscous composition is added to the paper web in an amount sufficient to increase the cross direction wet:dry ratio by at least 40%.

20 58. A paper product as defined in claim 47, wherein the paper web comprises a tissue web having a basis weight of less than about 50 gsm and wherein the viscous composition comprises a polysiloxane, said tissue web after being treated with the composition having a wet:dry ratio of at least 0.45.

25 59. A paper product as defined in claim 47, wherein the paper web comprises a tissue web having a basis weight of less than about 50 gsm and wherein the viscous composition comprises a polysiloxane, said tissue web after being treated with the composition having a wet:dry ratio of at least 0.50.

30 60. A paper product as defined in claim 47, wherein the topical viscous composition is a solid at ambient temperatures.

61. A process for applying an additive to a paper web comprising the steps of:

- providing a paper web;
- preheating a composition, the composition being a
- 5 solid at ambient temperatures, the composition being preheated an amount sufficient to make the composition flowable; and
- extruding the preheated composition onto the paper web, the composition being extruded through a meltblown die, the composition having a viscosity sufficient for the composition to form
- 10 fibers as the composition is extruded through the meltblown die, the fibers being attenuated prior to being deposited onto the paper web, the composition cooling and resolidifying once deposited onto the web.

62. A process as defined in claim 61, wherein the composition comprises behenyl alcohol.

- 15 63. A process as defined in claim 61, wherein the composition contains a wax.

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